



LAKE COUNTY

FLORIDA

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ADDENDUM NO. 1

Date: November 23, 2016

RFP No. 17-0422

RFP Title: Advertising Agency for Tourism Marketing

It is the vendor's responsibility to ensure their receipt of all addenda, and to clearly acknowledge all addenda within their initial bid or proposal response. Acknowledgement may be confirmed either by inclusion of a signed copy of this addendum with their response by completion and return of the addendum acknowledgement section of the solicitation. Failure to acknowledge each addendum may prevent the bid or proposal from being considered for award.

Questions/Answer:

Question 1: It is our understanding that stated in the RFP, the annual budget is \$500,000. To clarify, does the \$500,000 include only media expenditures and agency retainer services, or is production included in that as well?

Answer 1: This project will be completely funding with Tourism Development Tax revenues. All contract costs and billings will be processed in accordance to the scope of work set forth in RFP Section 2 and pricing structure set forth in RFP Section 4. The \$300,000. is net media costs, leaving \$200,000. for fee-based work (strategy, creative, RP, etc). If less is needed on the fee-based work, the remainder can be used for the media buys, and visa-versa.

Firm Name: _____ Date: _____

Signature: _____ Title: _____

Typed/Printed Name: _____